

LEO BURNETT COMPANY, Inc.

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(A)

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Another adventure
from the world of
new BASIC
pipe tobacco.



HE: Alice.

SHE: Yes, Joe.



HE: Alice, now that I smoke
Basic pipe tobacco,
couldn't we get married
or something?



SHE: We get married or nothing.



Aromatic, irresistible . . . it's BASIC.



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